

# May 2018

## ANIMAL SERVICES REPORT



### Animal Services News

- The live outcome rate for May was 97.2 percent.
- A total of 621 animals were adopted (424 dogs, 180 cats, six birds, six goldfish, one mouse, one ferret, one prairie dog, one bunny and one guinea pig).
- A total of 268 dogs and cats were returned to their owners (RTOs).

### Adoption Promotions

- A total of 48 animals were adopted during the Seis de Mayo \$20 adoption promotion, May 6.
- A total of 216 animals were adopted during the Memorial Day waived-fee adoption promotion, May 23 – 28.

### Animal Protection

- Animal Protection Officers returned 61 pets in the field.
- Officers responded to 151 reports of animal neglect.
- Officers took 217 potential rabies exposure reports.
- Responded to 290 reports of an injured, loose animal.
- Officers issued 101 citations.

### Field Services

- Seventy cats moved through the Community Cats program.
- The Dogs 101 program continued with Travis County Correctional Complex. The first graduate of the program is available for adoption in June.

### Neighborhood Level Program



- Team completed 127 calls for service, 92 resulting in an opportunity to share information with community members.
- The Pet Resource Specialist David Rodriguez met and began working with a community member that needed assistance in finding a working dog. This community member had recently lost her Diabetic Alert Dog and was unsure who to contact to find another assistance animal. David reached out to one of our partner organizations, Austin Dog Alliance, for further assistance. He continues to work with staff at Austin Dog Alliance to identify options for the community member.

### **Pet Resource Center**

- Through partnership with Austin Humane Society, 68 cats participated in the Spay-Neuter Release (SNR) program.
- Experienced an 8.2 percent decrease in over-the-counter intake (equal to 119 fewer animals when compared to 2017).
- Team provided 75 pet finders with found flyers, scripts and supplies to aid in reunification.
- Team engaged in 901 educational opportunities with community members.

### **Enrichment**

- The Behavior Team engaged 1,361 dogs in 31 playgroups for the month, still exceeding last month's numbers.
- The team evaluated 172 dogs resulting in 106 pairs made.
- Total playgroup time was 585.5 hours.

### **Volunteer, Foster and Rescue Programs**

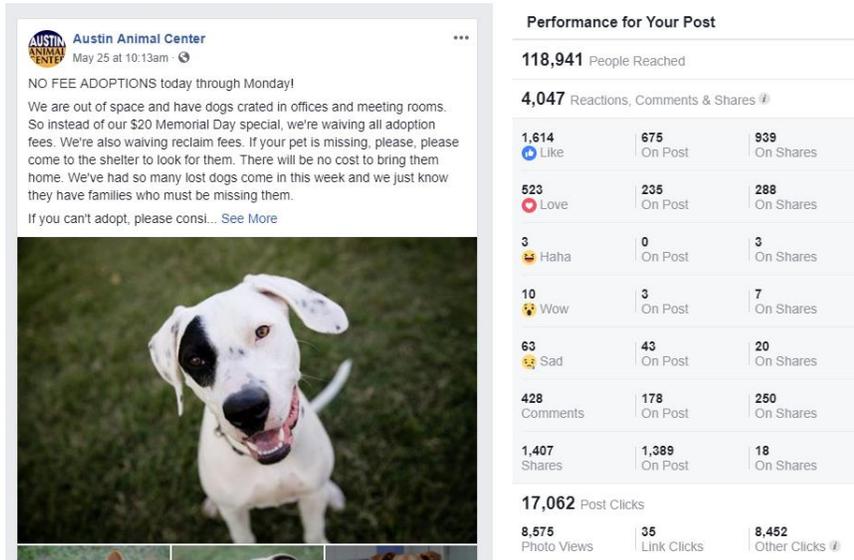
- A total of 356 volunteers donated 4,993 service hours; eight groups of volunteers donated 184 hours with their "Giving Group" to the Center; 11 community service restitution volunteers contributed 236 hours toward animal care tasks.
- Coordinators facilitated six New Volunteer Orientations, introducing 105 individuals to our organization and volunteer opportunities. Eighteen cat volunteers and 17 dog volunteers completed their first mentor shifts.
- Team worked with Mayor Adler to film a video calling for dog walking volunteers.
- A total of 230 families provided foster care.



- A total of 109 animals were adopted directly from foster care.
- There are 652 active fosters in GivePulse, and the team processed 101 new foster applications.
- There are currently 459 animals in 210 foster homes.
- A total of 496 live outcomes were attributed to 29 partners.
- Two new rescue partners were screened and approved.

## Communications

- Highest paid engagement Facebook post about space plea received more than 118 thousand views.



The image shows a screenshot of a Facebook post from the Austin Animal Center, dated May 25 at 10:13am. The post text reads: "NO FEE ADOPTIONS today through Monday! We are out of space and have dogs crated in offices and meeting rooms. So instead of our \$20 Memorial Day special, we're waiving all adoption fees. We're also waiving reclaim fees. If your pet is missing, please, please come to the shelter to look for them. There will be no cost to bring them home. We've had so many lost dogs come in this week and we just know they have families who must be missing them. If you can't adopt, please consi... See More". Below the text is a photo of a white dog with a black patch on its face. To the right of the post is a "Performance for Your Post" analytics table.

Performance for Your Post		
<b>118,941</b> People Reached		
<b>4,047</b> Reactions, Comments & Shares		
1,614 Like	675 On Post	939 On Shares
523 Love	235 On Post	288 On Shares
3 Haha	0 On Post	3 On Shares
10 Wow	3 On Post	7 On Shares
63 Sad	43 On Post	20 On Shares
428 Comments	178 On Post	250 On Shares
1,407 Shares	1,389 On Post	18 On Shares
<b>17,062</b> Post Clicks		
8,575 Photo Views	35 Link Clicks	8,452 Other Clicks

- Highest organic engagement Facebook post about kitten adoptions received more than 25 thousand views.



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**Austin Animal Center**  
 May 23 at 6:30pm · 🌐

We've got kittens!  
 Come meet the cutest, cuddliest bundles of fur you will ever see. And through Monday, they're only \$20 to adopt!

Performance for Your Post

25,843 People Reached

1,001 Reactions, Comments & Shares ⓘ

415 Like      262 On Post      153 On Shares

231 Love      158 On Post      73 On Shares

5 Haha      2 On Post      3 On Shares

7 Wow      6 On Post      1 On Shares

2 Sad      2 On Post      0 On Shares

166 Comments      79 On Post      87 On Shares

178 Shares      178 On Post      0 On Shares

3,846 Post Clicks

2,257 Photo Views      0 Link Clicks      1,589 Other Clicks ⓘ

